

MORGAN HILL DEMOGRAPHICS
From 17400 Monterey Highway
2013 DRIVE TIME COMPARISON

	<u>10-Minute</u>	<u>15-Minute</u>	<u>30-Minute</u>
<u>Population</u>	44,951	88,222	1,420,633
<u>Households</u>	14,314	26,431	461,442
<u>Average HH Income</u>	\$122,719	\$116,917	\$112,679
<u>Median HH Income</u>	\$89,225	\$85,169	\$82,595
<u>Percent HH over \$100,000</u>	34.69%	42.87%	41.31%
<u>Percent Pop 25+ Years with Some College and Degrees</u>	67.08%	60.93%	65.86%
<u>Median Age</u>	37.3	35.7	36.7
<u>Average HH Size</u>	3.11	3.29	3.03
<u>Dominant Race/Ethnicity</u>			
<u>White</u>	62.7%	59.19%	44.07%
<u>Hispanic</u>	37.84%	47.31%	31.79%
<u>Median All Owner-Occupied Housing Value</u>	\$557,494	\$539,732	\$550,794

Sources: Claritas-The Nielsen Company, Inc., 2014; City of Morgan Hill.

MORGAN HILL PSYCHOGRAPHICS
From 17400 Monterey Highway
2013 TEN-MINUTE DRIVE TIME

	<u>10-Minute Drive Time</u>
2013 Estimated Households	14,314
<u>Segment</u>	
<u>Upward Bound</u> – More than any other segment, Upward Bound appears to be the home of those legendary Soccer Moms and Dads. In these small satellite cities, upscale families boast dual incomes , college degrees, and new split-level s and colonials. Residents of Upward Bound tend to be kid-obsessed, with heavy purchases of computers, action figures, dolls, board games, bicycles, and camping equipment .	38.14%
<u>Brite Lites, Li'l City</u> – Not all of America's chic sophisticates live in major metros. Brite Lights, Li'l City is a group of well-off middle-aged couples settled in the nation's satellite cities. Residents of these typical DINK (double-income, no kids) households have college educations, well-paying business and professional careers, and swank homes filled with the latest technology .	14.82%
<u>Country Squires</u> - The wealthiest residents in exurban America live in Country Squires, an oasis for affluent baby Boomers who've fled the city for the charms of small-town living. In their bucolic communities notes for their recently built homes on sprawling properties, the families of executives live in six-figure comfort . Country Squires enjoy country club sports like golf, tennis, and swimming as well as skiing, boating, and biking .	10.21%
<u>Second City Elite</u> – There's money to be found in the nation's smaller cities, and you're most likely to find it in Second City Elite. The residents of these satellite cities tend to be prosperous professionals who decorate their homes with multiple computers, large-screen TV sets, and an impressive collection of wines . With more than half holding college degrees, Second City Elite residents enjoy cultural activities—from reading books to attending theater and dance productions.	9.77%
<u>TOTAL – FOUR DOMINANT SEGMENTS</u>	<u>72.94%</u>
<u>White Picket Fences</u> – Midpoint on the socioeconomic ladder, residents in White Picket Fences look a lot like the stereotypical American household of a generation ago: young, upper-middle-class, and married with children . But the current version is characterized by modest homes and ethnic diversity, including a disproportionate number of Hispanics and African-Americans.	5.96%
<u>Middleburg Managers</u> – Middleburg Managers arose when empty-nesters settled in satellite communities, which offered a lower cost of living and more relaxed pace. Today, segment residents tend to be middle-class with solid white-collar jobs or comfortable retirements . In their older homes, they enjoy reading, playing musical instruments, indoor gardening, and refinishing furniture.	4.88%
<u>Up-and-Comers</u> – Up-and-Comers is a stopover for younger, upper-mid singles before they marry, have families, and establish more deskbound lifestyles. Found in second-tier cities, these mobile twenty-somethings include a disproportionate number of recent college graduates who are into athletic activities, the latest technology, and nightlife entertainment .	3.84%
<u>TOTAL – ALL SEGMENTS SHOWN</u>	<u>87.62%</u>

Sources: Claritas-The Nielsen Company, Inc., 2014; City of Morgan Hill.